INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1496 — Washington, D. C. — July 17, 1954

Cabinet Committee Named on Transport Policy

President Eisenhower established a cabinet committee on Transport Policy and Organization on July 12 and requested that it submit a report with recommendations to him not later than December 1, 1954.

Secretary of Commerce Sinclair Weeks was designated as chairman of the cabinet committee. Other members of the committee will be Secretary of Defense Charles E. Wilson and Dr. Arthur S. Flemming, director of the Office of Defense Mobilization. The President also designated Secretary of the Treasury Humphrey, Postmaster General Summerfield, Secretary of Agriculture Benson and Budget Director Rowland R. Hughes as *ad hoc* participating members.

Mr. Eisenhower requested the new cabinet committee to make specific recommendations on the best methods of coordinating all government policies and programs concerning all forms of transportation.

In the President's letter to Secretary Weeks it was stated that "over

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Maine Potato Growers to Vote on Marketing Agreement

Maine potato growers will have an opportunity to vote on a proposed marketing agreement and order program July 29 through August 4, it is announced by the U. S. Department of Agriculture.

The program would authorize grade, size, and quality regulations on the handling of Irish potatoes grown in Maine.

Ballots and voting instructions will be mailed by USDA to all potato growers of record or a grower may obtain a ballot from county agricultural agents.

The proposed order must be approved by at least two-thirds of the voters participating before it is made effective, and the agreement must be signed by handlers representing at least 50 percent of the volume of potatoes covered by the agreement, according to USDA.

Peaches, Pears, Potatoes for Canning Removed From Marketing Order Controls by Senate Committee

In a seven-day period of fast moving action, the Senate Committee on Agriculture first included, then excluded, cling peaches, pears, Irish and sweet potatoes for canning and freezing in proposed marketing order control authority. In the general farm bill (S. 3052), however, which was reported to the Senate July 15, the Committee provided for grapefruit for canning or freezing to be subject to marketing order controls.

Originally, the Senate Committee on Agriculture had announced on June 23 that it tentatively had approved a provision which would extend marketing order controls to all fruits and vegetables for canning. On July 8, however, the Committee announced that it had agreed to a provision which would extend such authority only to grapefruit, cling peaches and pears for canning and freezing.

The next day, Friday, July 9, the Committee added Irish and sweet potatoes to mandatory marketing control authority provided for in Title IV of the Senate bill, S. 3052. Following this action the Committee voted 11 to 2 to report the general farm bill to the Senate, as reported in last week's LETTER.

On Wednesday, July 14, the Senate Committee on Agriculture reconsidered its action and without a record vote reversed itself by removing cling peaches, pears and Irish and sweet potatoes for canning and freezing from marketing control authority. Thus the Senate bill (S. 3052), which is scheduled for Senate debate starting Tuesday, July 20, will authorize marketing controls only for grapefruit for canning or freezing. The House bill, which also is pending before the Senate, does not authorize extension of marketing control authority to any fruits or vegetables for processing.

Canned Foods Promotion Nets Big Sales Gain at Shop-Rite

One of the first projects in the trade relations phase of the current N.C.A. Consumer and Trade Relations program was a special promotion in June by Shop-Rite Stores, a 38-store voluntary chain in New Jersey, with participation by the National Canners Association and the *Woman's Home Companion*.

The promotion focused attention on

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N.C.A. Processing Reports On Acid Canned Products

The second in a series of reports on the processing of fruit and tomato products entitled *Processing of Canned Freestone Peaches, Pears and Fruit Cocktail in Continuous Rotary Cookers*, has been prepared by the N.C.A. Western Branch Laboratory and mailed to canners of these products in the western states.

The second report, entitled *Processing of Canned Apricots in Continuous Rotary Cookers*, was described in the June 19, 1954 INFORMATION LETTER. Copies of both of these reports may be obtained either from the N.C.A. Western Branch Laboratory, 1950 Sixth St., Berkeley 2, Calif., or the N.C.A. Washington Laboratory, 1133 20th St., Washington 6, D. C.

These reports are preliminary to the publication by N.C.A. of a bulletin on the processing of acid products.

Forthcoming Meetings

July 23—Northwest Canners Association, Annual Summer Meeting, Oswego Country Club, Oswego, Ore.

July 28-August 6—New York State Canners and Freezers Association, Annual Mold Count School, New York State Experiment Station, Geneva

October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City.

October 21-23—Florida Canners Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood.

November 1-2—Iowa-Nebraska Canners Association, 53rd Annual Meeting, Hotel Fort Des Moines, Des Moines

November 4—Illinois Canners Association, Fall Meeting, Chicago

November 4-5—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.

November 8-9—Wisconsin Canners Association, 50th Annual Convention, Schroeder Hotel, Milwaukee.

November 23-24—Pennsylvania Canners Association, 40th Annual Convention, Penn Harris Hotel, Harrisburg

December 2-3—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids.

December 2-3—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

December 7—Minnesota Canners Association, 48th Annual Convention, Hotel Radisson, Minneapolis

December 9-10—New York State Canners and Freezers Association, 69th Annual Convention, Hotel Statler, Buffalo

December 16-17—Ohio Canners Association, 47th Convention, Neil House, Columbus

January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.

January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

February 14-16—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montreal, P. Q.

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago.

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

Canned Foods Promotion

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the canned foods article in the May issue of *Woman's Home Companion* and reprints from the article were part of the featured store display materials. N.C.A. cooperated by supplying local newspaper and radio publicity, as well as recipe leaflets.

Shop-Rite Stores featured canned foods in 41,000 lines of retail advertising in 24 newspapers with 564,000 circulation. Checks of warehouse movements revealed that sales of the featured canned foods during the promotion week ranged from 5 to 10 times that of normal movement.

In a press release distributed last week to canning industry and grocery trade journals John Tully, president of Shop-Rite, stated: "We have realized a tremendous customer response and interest in the canning promotion we ran in the early part of June. We found particularly strong interest in those of our stores who displayed and used the recipe folders and point-of-sale material supplied by N.C.A. and the *Woman's Home Companion*. This promotion not only increased the sales of featured items, but also substantially boosted our sales of all canned foods."

USDA Announces Purchases for School Lunch Program

The United States Department of Agriculture has issued announcements this week covering contemplated purchase programs for canned green snap beans and canned peas for the school lunch program. Details of schedules and specifications are given below:

Canned Peas

Canned green peas to be purchased are of the 1954 pack. Offers may now be submitted for the sale of this commodity packed in No. 10, No. 2, or No. 303 size cans. However, No. 10 size cans are preferred. Delivery is required during the period August 16, 1954 through September 20, 1954, as specified by USDA.

Canned Green Snap Beans

Canned green snap beans to be purchased are cut style round type of the 1954 pack. Offers may now be submitted for the sale of this commodity packed in No. 10, No. 2, or No. 303 cans. However, No. 10 size cans are preferred. Delivery is required during the period August 16, 1954 through September 20, 1954.

Send all offers to: Director, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

PEACHES, YELLOW CLINGSTONE—2,675 dozen No. 10 cans, halved or quartered, solid pack, (Grade D), packed without water or syrup, complying with Federal Specification Z-P-191a, and Amendment 1, Type 1, Style 1 or 2, or equivalent in No. 2½ or No. 2 cans. Bids due under 8-22 by August 10.

PEACHES, YELLOW CLINGSTONE—15,750 dozen No. 10 cans, halved, Choice (Grade B), packed in heavy syrup; complying with Federal Specification Z-P-191a and Amendment 1, Type 1, or equivalent in No. 2½ or No. 2 cans. Bids due under 8-22 by August 10.

PEACHES, DIETETIC—12,500 dozen No. 303 cans, yellow clingstone, halved, Choice (Grade B), to be packed in water, complying with Federal Specification Z-P-191a and Amendment 1, Type 1. Bids due under 8-22 by August 10.

Green Peas for Processing

The prospective production of green peas for processing, based on July 1 conditions, is 444,690 tons, according to the Crop Reporting Board of USDA. This is 4 percent less than the 461,090 tons obtained in 1953 but 3 percent more than the average of 433,050 tons for the 1943-52 period.

July 1 conditions point to a yield of 2,046 pounds per acre. This compares with 2,141 pounds obtained last year and an average of 2,004 pounds per acre for the 10-year period.

State	1943-52 ave.	1953 revised	1954 Indicated	Percent change from 1953
	(tons—shelled)			
Maine	5,510	7,600	6,370	+19
New York	26,450	20,200	15,840	−22
Pennsylvania	16,910	16,500	14,200	−14
Ohio	3,220	1,520	1,280	−16
Indiana	4,330	1,840	1,330	−28
Illinois	22,640	27,970	24,220	−13
Michigan	6,130	3,790	3,750	−1
Wisconsin	132,600	131,900	127,100	−4
Minnesota	39,430	50,720	55,500	+9
Iowa	3,720	2,280	1,880	−18
Delaware	2,240	2,610	2,880	+10
Maryland	10,580	9,740	10,580	+9
Virginia	1,810	2,250	1,920	−15
Idaho	8,540	9,670	9,310	−4
Colorado	3,950	2,660	1,960	−26
Utah	17,370	11,620	6,400	−45
Washington	59,170	81,580	81,900	.....
Oregon	50,860	54,980	58,300	+6
California	7,430	12,700	9,380	−26
Other states[1]	10,140	8,900	8,500	−3
U. S. Total	433,050	461,090	444,690	−4

[1] Ark., Ga., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Beets for Canning

The Crop Reporting Board of USDA on July 9 reported that beet canners indicate a 1954 planted acreage of 16,900 acres, about 2 percent less than the 1953 plantings of 17,210 acres and 4 percent below the 1943-52 average plantings of 17,580 acres.

These estimates relate to planted acreage. Average loss or abandonment of plantings is about 6 percent annually.

State	1943-52 ave.	1953 revised	1954 Preliminary	Percent change from 1953
	(acres)	(acres)	(acres)	
New York	4,380	4,530	4,930	+9
Michigan	1,280	900	900	....
Wisconsin	6,620	7,500	6,700	−11
Oregon	1,840	1,300	1,300	....
Other states[1]	3,500	3,010	3,100	+3
U. S. Total	17,580	17,210	16,900	−2

[1] Calif., Colo., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Pa., Tenn., Texas, Utah, and Wash.

Tomatoes for Processing

The preliminary estimate of planted acreage of tomatoes for processing in 1954 is 265,500 acres, according to the Crop Reporting Board of USDA. This is 12 percent less than the 301,200 acres planted in 1953 and 43 percent less than the 1943-52 average plantings of 465,600 acres.

If abandonment of planted acreage this year is equal to the 10-year average loss of 3 percent, the 1954 harvested acreage would be about 258,000 acres. This compares with 295,100 acres harvested in 1953 and a 1943-52 average of 444,500 acres.

State	1943-52 ave.	1953 revised	1954 Prelim-inary	Per-cent change from 1953
	(acres)	(acres)	(acres)	
New York	23,700	17,000	12,300	−28
New Jersey	33,900	28,000	23,000	−8
Pennsylvania	28,800	25,000	22,500	−10
Ohio	26,300	20,500	15,000	−27
Indiana	63,800	34,100	29,900	−12
Illinois	11,800	11,500	10,400	−10
Michigan	7,800	7,200	6,300	−12
Wisconsin	1,500	1,000	900	−10
Iowa	2,500	1,700	1,400	−8
Missouri	9,600	2,300	2,600	+13
Delaware	7,900	3,400	2,600	−24
Maryland	39,200	18,200	16,400	−10
Virginia	25,300	13,400	12,000	−10
South Carolina	2,100	800	800	....
Florida	3,900	6,700	6,700	....
Kentucky	3,700	1,300	1,100	−15
Tennessee	4,600	1,500	1,300	−13
Arkansas	13,600	2,800	3,000	+7
Oklahoma	2,000	300	200	−33
Texas	22,700	8,000	10,800	+35
Colorado	4,400	3,400	3,000	−22
Utah	7,600	7,400	5,900	−20
California	114,300	83,000	75,000	−10
Other states[1]	4,400	2,700	2,400	−11
U. S. Total	465,600	301,200	265,500	−12

[1] Ala., Ariz., Conn., Ga., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash., and W. Va.

Snap Beans for Processing

The 1954 indicated production of snap beans for processing, based on July 1 conditions, is 347,160 tons, according to the Crop Reporting Board of USDA. If this production is realized, it will be the largest of record. It compares with the 1953 production of 304,580 tons and the 1943-52 average production of 232,300 tons.

The preliminary estimate of acreage for harvest in 1954 is 155,850 acres. This compares with 140,190 acres harvested in 1953 and 127,350 acres for the 10-year average. In arriving at the estimate of acreage for harvest in 1954, allowance was made for abandonment or unharvested acreage about in line with the average loss for recent years.

A 1954 yield of 2.23 tons per acre is indicated as of July 1. This compares with 2.17 tons obtained in 1953 and an average of 1.84 tons for the 1943-52 period.

State	1943-52 ave.	1953 revised	1954 Indi-cated	Per-cent change from 1953
	(tons)	(tons)	(tons)	
Maine	6,100	6,900	5,300	−23
New York	36,800	57,100	64,800	+13
Pennsylvania	7,600	12,600	12,500	−1
Michigan	8,900	14,700	14,400	−2
Wisconsin	16,500	23,300	30,200	+30
Missouri	1,000	.....	400	.....
Delaware	2,300	3,000	3,000	.....
Maryland	15,600	17,600	15,100	−14
Virginia	4,900	9,000	6,400	−29
North Carolina	3,000	6,000	4,500	−25
South Carolina	2,200	400	500	+25
Georgia	1,400	200	200	.....
Florida[1]	15,800	29,980	30,600	+2
Tennessee	7,900	12,000	10,200	−15
Mississippi	1,800	1,100	1,900	+73
Arkansas	12,200	1,000	4,800	+380
Louisiana	1,600	600	1,400	+133
Oklahoma	4,800	700	3,100	+343
Texas	10,200	9,100	8,400	−8
Colorado	4,200	5,400	5,600	+4
Utah	1,900	2,500	2,800	+12
Washington	9,000	8,400	11,700	+39
Oregon	39,800	55,100	77,600	+41
California	8,700	14,100	19,800	+40
Other states[2]	8,000	13,800	11,900	−13
U. S. Total	232,300	304,580	347,160	+14

[1] Sum of estimates by seasonal groups. [2] Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Mont., Nebr., N. H., N. J., N. M., Ohio, Vt., and Wyo.

Pimientos for Processing

The 1954 estimate for Georgia processing pimientos is 20,500 acres, according to the Crop Reporting Board. This exceeds last year's estimate of 20,000 acres by 3 percent and the 10-year average of 15,950 acres by 29 percent.

In states other than Georgia for which estimates are made, 9,500 acres are reported for 1954 compared with 6,600 acres planted in 1953. Acreage is reported contracted by Georgia processors in Alabama, Florida, North Carolina, and South Carolina.

By July 1 rains were beginning to be needed over much of the southeastern pimiento producing area to maintain favorable growing conditions. The need was especially acute in Georgia and some plants were droping their blossoms. Harvesting is expected to get started in a limited way early in August.

Lima Beans for Processing

The 1954 planted acreage of green lima beans for processing is the second largest of record, according to the Crop Reporting Board. The estimate of 115,500 acres, based on reports from canners and freezers, is 1 percent more than the 113,910 acres for 1953 and only 3 percent below the record acreage of 119,010 acres in 1949.

These estimates relate to planted acreage. The 10-year average loss of planted acreage is 7 percent.

Of the 115,500 acres planted this year, 42,340 acres are for canning and 73,160 acres for freezing. This represents a decrease of 7 percent in the acreage for canning and an increase of 7 percent in the acreage for freezing.

State	1943-52 ave.	1953 revised	1954 Prelim-inary	Per-cent change from 1953
	(acres)	(acres)	(acres)	
New York	2,270	4,300	4,700	+9
Pennsylvania	3,920	5,600	6,200	+11
Ohio	1,030	800	800	.....
Michigan	3,090	2,620	2,400	−8
Wisconsin	5,320	9,000	8,600	−4
Delaware	17,080	22,200	23,100	+4
Maryland	4,470	5,200	4,000	−23
Virginia	4,250	4,800	4,300	−10
Washington	1,320	730	2,300	+215
California	15,030	27,000	28,100	+2
Other states[1]	31,240	31,060	31,000	.....
U. S. Total	89,020	113,910	115,500	+1.4
For canning and other processing[2]	[3]35,780	45,410	42,340	−7
For freezing[2]	[3]53,220	68,500	73,160	+7

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah. [2] Not shown by states to avoid disclosure of individual operations. [3] Data for 1952; estimates not available prior to 1952.

Cabbage for Kraut

The 1954 contract acreage of cabbage for sauerkraut is 10,580 acres, according to the Crop Reporting Board. This is 10 percent less than the 11,700 acres under contract to kraut packers last year, but is 4 percent more than the 1943-52 average of 10,200 acres. These estimates include acreage grown by packers on their own or leased land as well as acreage contracted with growers on either an acreage or tonnage basis.

In 1953, the equivalent of 5,850 acres or one-third of the total acreage used for kraut was purchased on the open market. For the preceding 10 years, the average was 8,090 acres or 44 percent of the total.

Domestic Tin Provision

The Senate Banking and Armed Services Committees will conduct a study of the need for a domestic tin smelting industry, to be reported to the Senate by next March, with a request for appropriate legislation by the end of April. Provision for transfer of government tin to the stockpile and recommendations for operation of the smelter for an additional year also were contained in a House amendment to S.Con.Res. 79, accepted by the Senate, July 13. Under present administration plans, the smelter is to be operated until June 30, 1955, but not beyond that date.

The smelter has already been transferred to the Federal Facilities Corporation, controlled by the Treasury Department.

The Washington Star Pictorial Magazine

The June 27 issue of the *Star Pictorial* magazine, Washington, D. C., carried Violet Faulkner's food feature "Making the Most of Canned Foods."

"Being a can-opener cook today is smart," writes Mrs. Faulkner. "Ever think of making yourself a canned-food idea shelf? More and more people are discovering it's an easy way of meal planning and a handy point of reference for surprise entertaining, hurry-up dinners, quick lunch ideas and many other eating occasions."

The five illustrated recipes in the article featured canned ham, sweet potatoes, pineapple chunks, whole apricots, blueberries, cream of celery soup, salmon, shrimp, mixed vegetables and tomato soup.

Institutional Market Study

Research into use of canned foods in public eating places is being undertaken by the Can Manufacturers Institute, Harold H. Jaeger announced recently at the National Kraut Packers Association's annual meeting. The C.M.I. study is designed to provide basic information on institutional food practices, including attitudes toward canned foods as well as usage.

Mr. Jaeger, director of the C.M.I. Marketing Bureau, pointed out that the restaurant and institutional market represents one of the largest areas of growth in the American economy today. Out of the more than $60 billion spent by Americans for foods, approximately $16 billion goes to public eating places, he said.

More than 200 institutions will be studied. Research will cover such phases as personal responsibilities in planning and buying food stocks; patterns of buying, including quality of servicing by various sources; analysis of an average week's purchases of foods, and quality requirements as reflected in grades or quality bought. The study will include such vital cost factors as handling, storage, preparation time and labor, portion control, and over-all cost control methods.

Transport Policy Committee

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the past years, studies have been made and recommendations have been presented regarding government programs affecting particular segments of the transportation industry. Following the recommendations of the original Hoover Commission on government organization, considerable progress has been made in the past five years in the centralization within the Department of Commerce of major programs affecting transportation. However, a comprehensive up-to-date review of over-all transportation policies and problems is needed as an aid in assuring the over-all consistency of government policies and programs concerning particular branches of the transportation industry. Also, the organization of the federal government to cope with transportation problems should be reviewed."

British Token Import Plan

Canned vegetables are included among 100 commodity groups for which quota balances are now available under the British Token Import Plan. The groups are listed in the current *Foreign Commerce Weekly*, issued by the Bureau of Foreign Commerce, Department of Commerce.

Under the BTIP, established with the U. S. in 1946, eligible U. S. firms are enabled to export to the United Kingdom token shipments of specified commodities whose importation from dollar sources generally is prohibited by the British government.

A quota balance is that portion of the U. S. quota established for each of the various commodity groups included under the BTIP which had not been issued by June 30, 1954, in the form of Token Quota Vouchers to firms certified on the basis of their prewar exports.

At the outset, only firms having prewar trade in these commodities with the U. K. were eligible to participate in the plan. Under new regulations set up early this year, any manufacturer of an item in a specified commodity group may apply to the BFC for a share of the quota balance announced for that group, regardless of his prewar exports to the U. K.

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